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KEY LEADERSHIP INTERVIEW



Mr. Amarjit Sandhu

Corporate Vice President,
Assembly & Test NAND
Operations

Micron (Singapore and Malaysia)

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What are the most important shifts you're seeing in memory and NAND manufacturing today, particularly as demand accelerates around AI, data centers, and advanced computing?

One of the most significant shifts is the structural rebalancing of memory demand toward AI centric workloads, which require much higher bandwidth, higher capacity, and greater energy efficiency than traditional computing. AI training and inference are driving rapid adoption of high bandwidth memory, or known as HBM, advanced DRAM such as DDR5, and high performance NAND based enterprise SSDs.

At the system level, memory architectures are becoming tiered, with HBM supporting GPUs, while newer solutions like SOCAMM2, which are produced in Malaysia and advanced DIMMs support CPUs in handling large memory footprints efficiently and at lower power – a trend that our leaders have highlighted as critical for scaling large language models and data center AI platforms.

Manufacturing is also facing higher complexity in assembly, test, and packaging, requiring high levels of quality and precision. This elevates the strategic importance of backend manufacturing in the global AI supply chain.



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How is Micron Malaysia preparing its operations to support the next wave of innovation in memory and storage?

Micron Malaysia is being positioned as a high value, AI aligned manufacturing hub, moving beyond traditional backend roles into state-of-the-art assembly, qualification, and testing of AI critical memory and storage products. Malaysia now assembles and tests NAND flash, DRAM, SSDs, memory modules such as SOCAMM2, and products feeding directly into AI data centers and edge applications.

Operationally, Micron Malaysia state of the art, smart manufacturing facilities – including large scale operations of assembly and test capacity – designed for high automation, rapid product changeovers, and rigorous quality validation, which are essential as AI customers demand both speed and reliability at scale.



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You've led multiple greenfield builds and business turnarounds. What does it take to build and sustain high performing manufacturing operations in today's environment?

Current experience across Micron's Malaysia's operations highlights three essentials. Firstly, manufacturing excellence is about how intelligently we can control and optimize processes. At Micron Malaysia, our facilities have been designed around smart manufacturing principles from day one, integrating automation, real time data analytics, and digital quality controls directly into assembly and test operations. This approach allows Micron to consistently improve yield, precision, and product reliability, even as product complexity increases

Next, people and capability development are as critical as equipment. Micron Malaysia has deliberately invested in upskilling local engineers for leading-edge packaging, testing, and high precision operations, aligning with Malaysia's National Semiconductor Strategy and long term talent goals. We have invested in upskilling our team members in AI tools and knowledge to ensure that our workforce is future-ready.

Sustaining performance today requires resilience and sustainability as core operating principles. Micron Malaysia is the first site in Micron's global network to operate on 100% renewable electricity, complete a 60megawatt-peak solar farm on top of solar rooftops in our facilities, which Micron Malaysia is the largest semiconductor manufacturing industry to have acquired this - and complemented by water recycling, waste diversion, and ISO certified energy management. All of these help stabilize costs and operations amid energy and climate volatility.

Due to our sustainability efforts, Micron Malaysia obtained the Leadership in Energy and Environmental Design (LEED) certification, , which is a testament to the collective efforts of our teams to design, build, and operate a facility that prioritizes energy efficiency, water conservation, responsible resource use, and healthier workspaces.



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With increasing complexity in semiconductor manufacturing, how is Micron driving efficiency and scale across its assembly and test operations?

Micron Malaysia is scaling efficiency by standardizing assembly and test platforms while localizing manufacturing excellence. Smart manufacturing systems – covering automation, data driven yield optimization, and testing – allow Micron to increase throughput without compromising strict reliability requirements.

Malaysia's role is particularly important because assembly and test are now central to performance, not just cost. With AI workloads stressing thermal limits, bandwidth, and endurance, rigorous backend validation has become a competitive differentiator, not a downstream function.

At scale, this approach enables Micron to support shorter customer qualification cycles, faster ramps for new AI products, and more predictable delivery, which are critical as AI infrastructure build outs accelerate globally.



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Looking ahead, what will differentiate leading semiconductor manufacturing hubs in Asia over the next 3-5 years?

The next phase of differentiation will be driven by value-chain depth, not just capacity. Leading hubs will combine leading-edge backend manufacturing, talent, sustainability, and ecosystem integration, rather than competing purely on cost.

Additionally, sustainability and energy resilience will increasingly influence investment decisions. As AI drives power-intensive manufacturing, locations that provide renewable energy access, water security, and predictable operating environments – as demonstrated by Micron Malaysia – will be better positioned to attract long-term semiconductor investment.



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